

CLAIMS:

1. A method of interacting with a customer at an outlet for goods or services, including:
 - 5 displaying menu information at a customer operated terminal,
 - displaying advertising information at the terminal simultaneously with the menu information,
 - varying the advertising information in advance of an expected variation in the menu information, and
 - 10 receiving a selection by the customer of one or more items from the menu information.
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2. A method according to claim 1 wherein the menu information and the advertising information are displayed on separate screens in the terminal.
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3. A method according to claim 1 wherein the menu items are related to food or drink and the advertising information corresponds to items of food or drink.
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4. A method according to claim 1 wherein the menu items are related to food or drink
- 20 and the advertising information corresponds to products that are of interest to the likely demographics of a customer using the terminal.
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5. A method of interacting with a customer at an outlet for goods or services, including:
 - 25 displaying menu information on an interactive screen of a customer operated terminal, and
 - displaying advertising information related to the menu information on another screen simultaneously with the menu information.
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- 30 6. A method according to claim 5 wherein advertising information is displayed in advance of the related menu information.

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7. A method according to claim 5 further including detecting an upcoming display of menu information and displaying the related advertising information
- 5 8. An order preparation terminal, having:
 - an interactive display for selection of menu items by a customer,
 - an advertising display for presentation of advertising information to the customer,
 - a first subsystem which operates the interactive display and tracks menu items as selected by the customer, and
- 10 a second subsystem which operates the advertising display and receives selection information from the first subsystem,
 - wherein the second subsystem varies the display of advertising information in accord with the information received from the first subsystem.
- 15 9. A terminal according to claim 8 wherein the interactive display and the advertising display are provided on separate screens, and the interactive display is a touchscreen.
10. A terminal according to claim 8 wherein the interactive display and the advertising display are provided on a common screen.
- 20 11. A terminal according to claim 8 wherein the first subsystem includes a database of predetermined menu displays and predetermined sequences for presenting the menu displays.
- 25 12. A terminal according to claim 8 wherein the second subsystem includes a database of predetermined advertising information and predetermined sequences for presenting the advertising information.
- 30 13. A terminal according to claim 10 wherein the second subsystem operates the advertising display to present background advertising information in the absence of information from the first subsystem.